Course Syllabus

This course in Integrated Product Development is team-taught by faculty members from three colleges: Architecture & the Arts, Business, and Engineering. Teams of six or seven students from industrial design, marketing, and engineering work together to identify and develop opportunities for new products in a broad market arena defined by a corporate client. The year-long design process of identifying and developing a new product opportunity will culminate in the creation of form and functional prototypes. Each team will make four presentations of course progress to management of the client company.

The corporate client for 2002-03 is Whirlpool in Benton Harbor, Michigan. They have provided an interesting and challenging assignment, as well as significant financial support for the course. They will also be sharing proprietary information and knowledge with us. All students will be required to sign a non-disclosure agreement and an intellectual property agreement that gives the client ownership of the work product of student teams. This arrangement has been approved by the University.

Meetings:
Thursdays 2:00-4:30
311 BSB (and occasionally in the Studio: AAB 3450)
Fall semester there are two all-day visits at Whirlpool, on Sep. 5 and Dec. 5.

Faculty:
Prof. Stephen Melamed      Prof. Albert L. Page       Prof. Michael J. Scott
Art and Design       Marketing       Mechanical & Industrial Engineering
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Course web site:
http://www.uic.edu/classes/me/me494msb

Teams:
Each team will consist of 2 or 3 students from each of the three disciplines – business, design, and engineering. Students will be allowed to form their own discipline groups which the faculty will assemble into teams. Please see the accompanying handout on team formation.

Grading policies:
There are no tests. Grades will be assigned to individuals based on faculty assessment of performance on the group project and on student evaluations of team member performance. Please see the accompanying handout on grading.

Topics, week by week:

1. Aug. 29
   Introduction.
   Topics:
   - process overview
   - description of the assignment
   - corporate sponsorship, administrative details
   - course mechanics, teams, grading
   - problem-based New Product Development and cross-functionality
Assignment 1: research article. (Due Sep. 5)
Assignment 4: mid-term presentations. (Due Oct.10)
Topics, week by week, continued:

2. Sep. 5
   Introduction to Whirlpool at Whirlpool in Benton Harbor, Michigan (full day trip).
   Assignment 1 due.

   Tuesday, Sep. 10, by email: team formation requests due.

3. Sep. 12
   User Research I.
   Topics
   - background research
   - time management
   - user research
   - team assignments
   Assignment 2: team to identify 1 focused topic. (Due Sep. 19)

4. Sep. 19
   User Research II.
   Assignment 2 due.
   Topics
   - user research: more methodologies and protocols
   Assignment 3: team research plan. (Due Sep. 26)

5. Sep. 26
   User Research III/Market Research I.
   Assignment 3 due: Each team will give an informal presentation of
   their research plan.
   Topics
   - presentation of research plans
   - faculty and student feedback
   - survey research
   Assignment 5: list of survey questions for outside firm. (Due Oct. 24)

6. Oct. 3
   Team-building.

7. Oct. 10
   Presentation reviews
   Assignment 4 due.
   Scheduled meetings of teams with all three professors. Dry run of
   mid-term presentation. Presentation and feedback on progress with
   user research.

8. Oct. 17
   Whirlpool visit at UIC
   Formal presentations to report on research in process.

   Market Research II.
   Topics
   - market research
   - exploratory/confirmatory research.
   Assignment 5 due.
Topics, week by week, continued:

10. Oct. 31
   Post-mortem of mid-term presentations
   View video of team presentations, faculty and student feedback

11. Nov. 7
   Creativity/Ideation/Creative Session Guidelines.

12. Nov. 14
   TBD
   Assignment 6: end-of-semester presentation (due Nov. 26 at the latest).

13. Nov. 21
   Preview of Spring Semester.
   Each team must make an appointment for a dry run of their
   presentation to Whirlpool, preferably for MTW of Thanksgiving week.

14. Thanksgiving Week, no class meeting, dry run of presentation.
    Assignment 6 due.

15. Dec. 5
   End-Of-Semester Presentations at Whirlpool
   Report on research
   Short List of problems/opportunities identified

And on to the Second Semester...